

MISSOURI DIVISION OF TOURISM

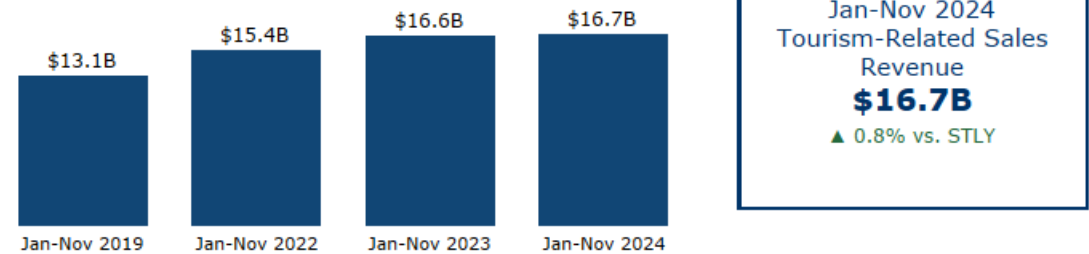
JANUARY 2025 TRAVEL BAROMETER
(DATA AVAILABLE AS OF 2/10/25)





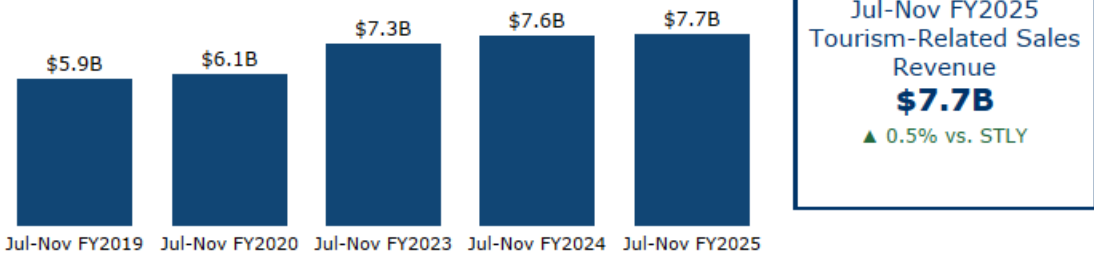
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

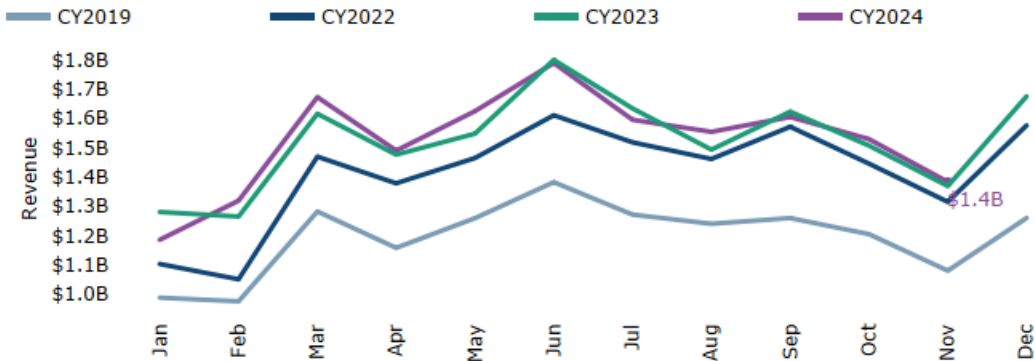


Fiscal Year-to-Date

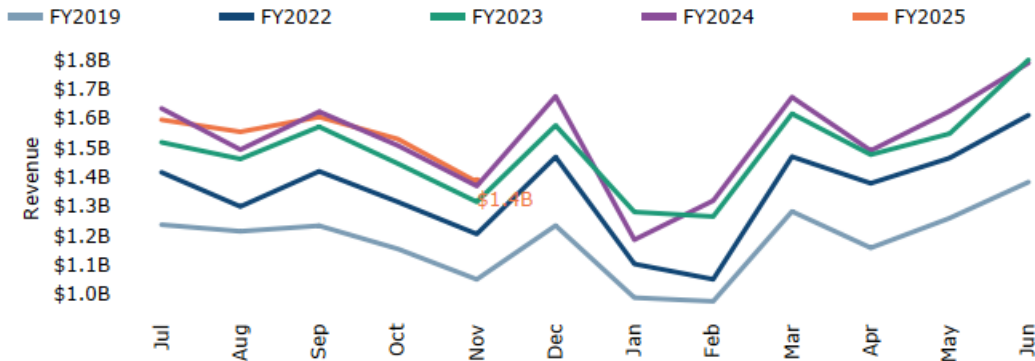
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



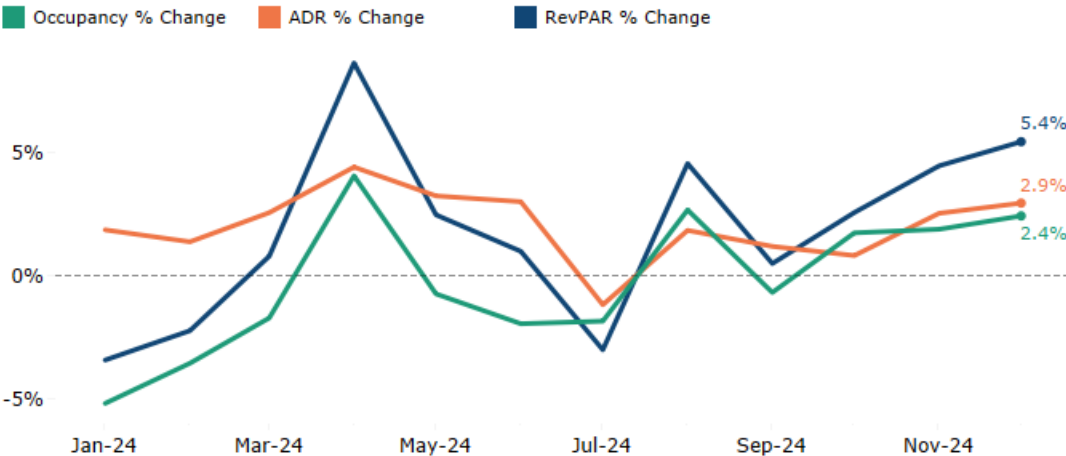
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Dec 2024	45.9%	\$114	\$52	3.4M	1.5M	\$176.1M
Change vs. Previous Year	▲ 2.4%	▲ 2.9%	▲ 5.4%	▼ 0.2%	▲ 2.2%	▲ 5.2%
Year-to-Date	56.2%	\$122	\$68	39.5M	22.2M	\$2.7B
Change vs. Previous Year	▼ 0.2%	▲ 2.0%	▲ 1.8%	▼ 0.4%	▼ 0.6%	▲ 1.4%

STR Monthly Lodging Trends

% Change from Previous Year



Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.



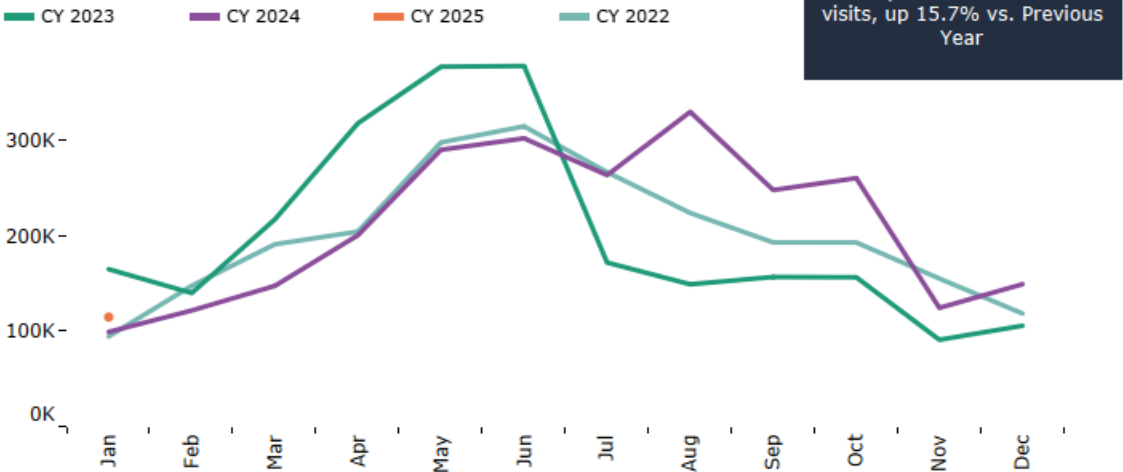
Calendar Year-to-Date



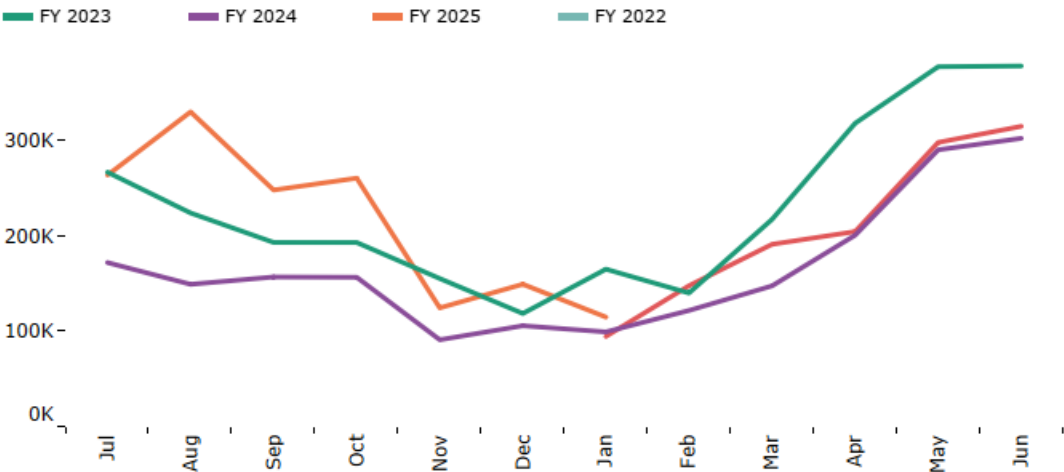
Fiscal Year-to-Date



Calendar Year Visits to VisitMO.com by Month



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Jan 2025
3.2K
▼ -28.5% vs. STLY

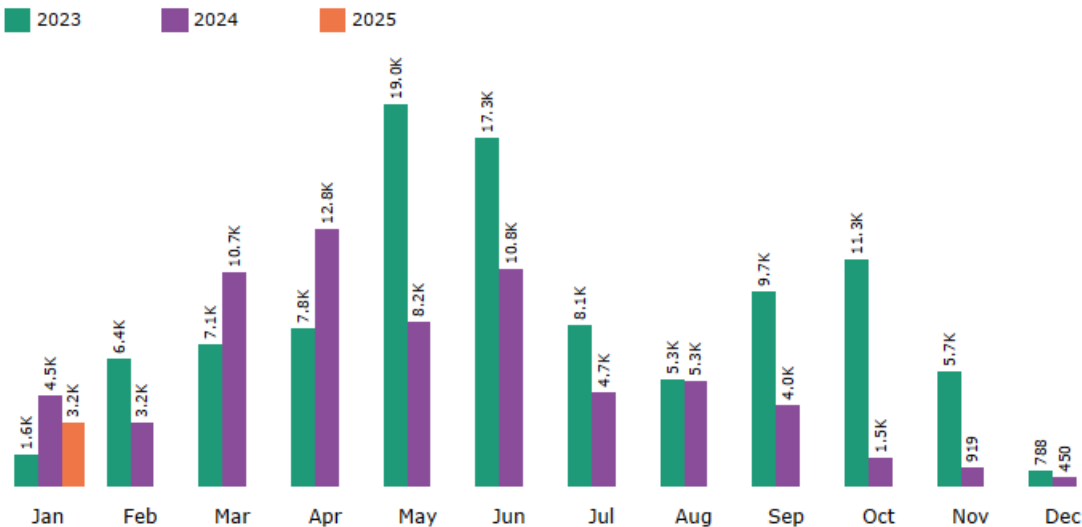
Jan 2025
3.2K
▼ -28.5% vs. STLY

Welcome Center Visits

Jan 2025
11.6K
▼ -13.6% vs. STLY

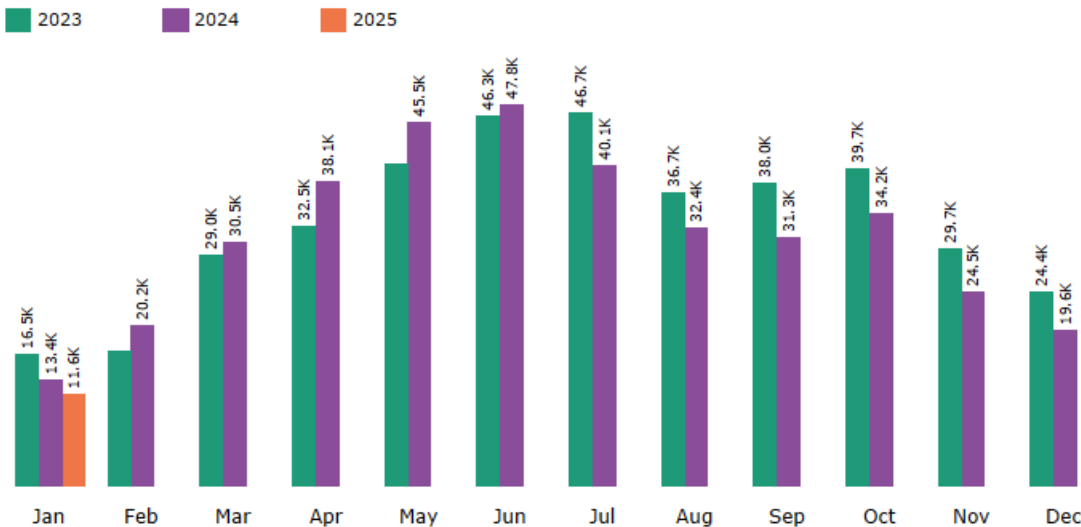
Jan 2025
11.6K
▼ -13.6% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

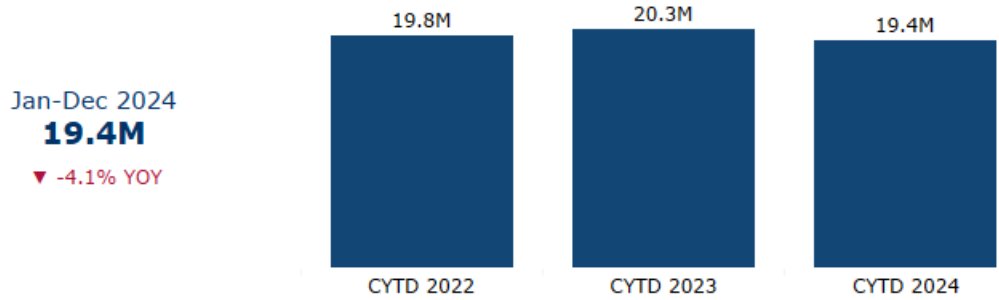


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

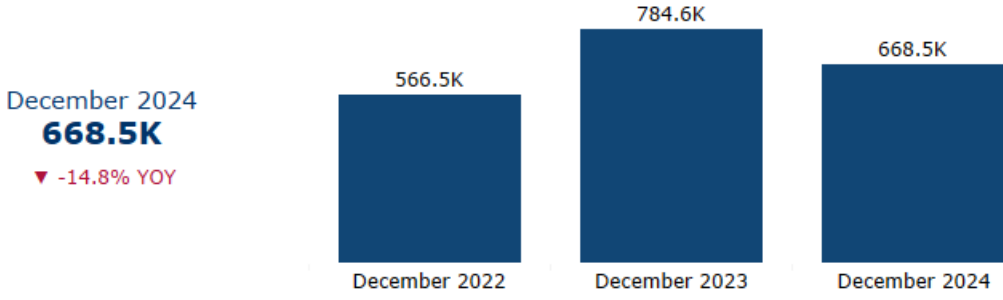
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

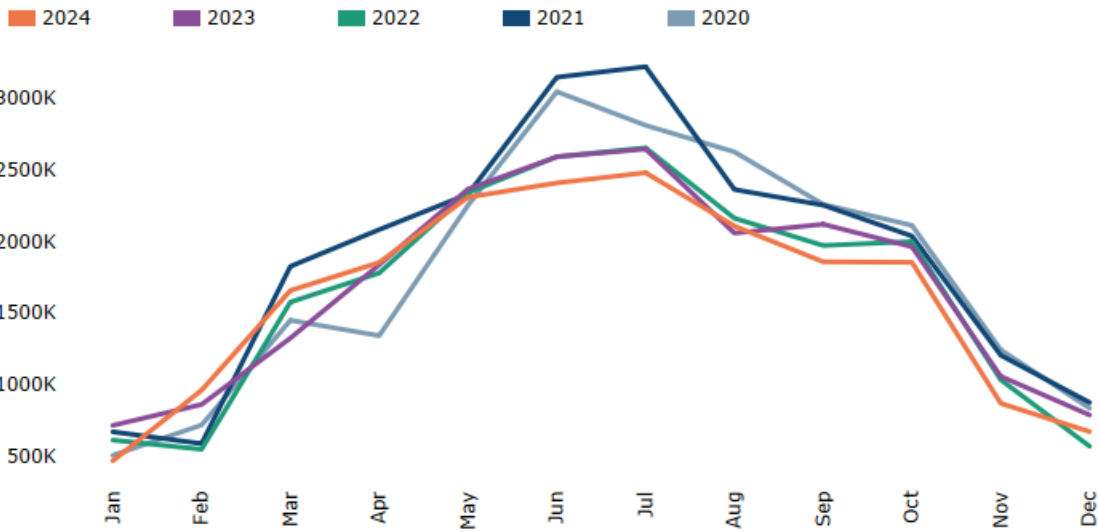


Monthly Visitation



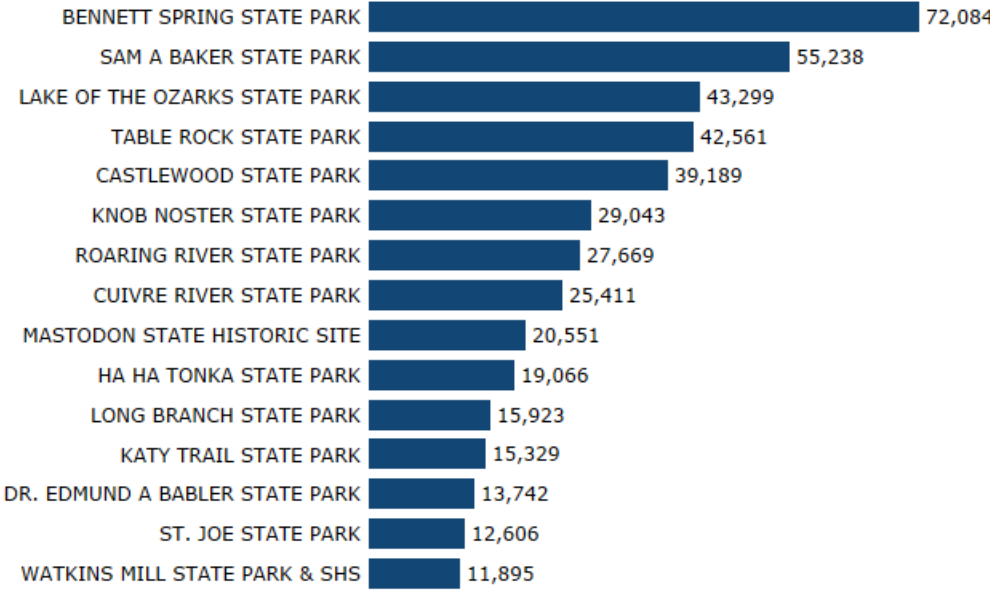
State Parks Visitors by Month

All Missouri State Parks

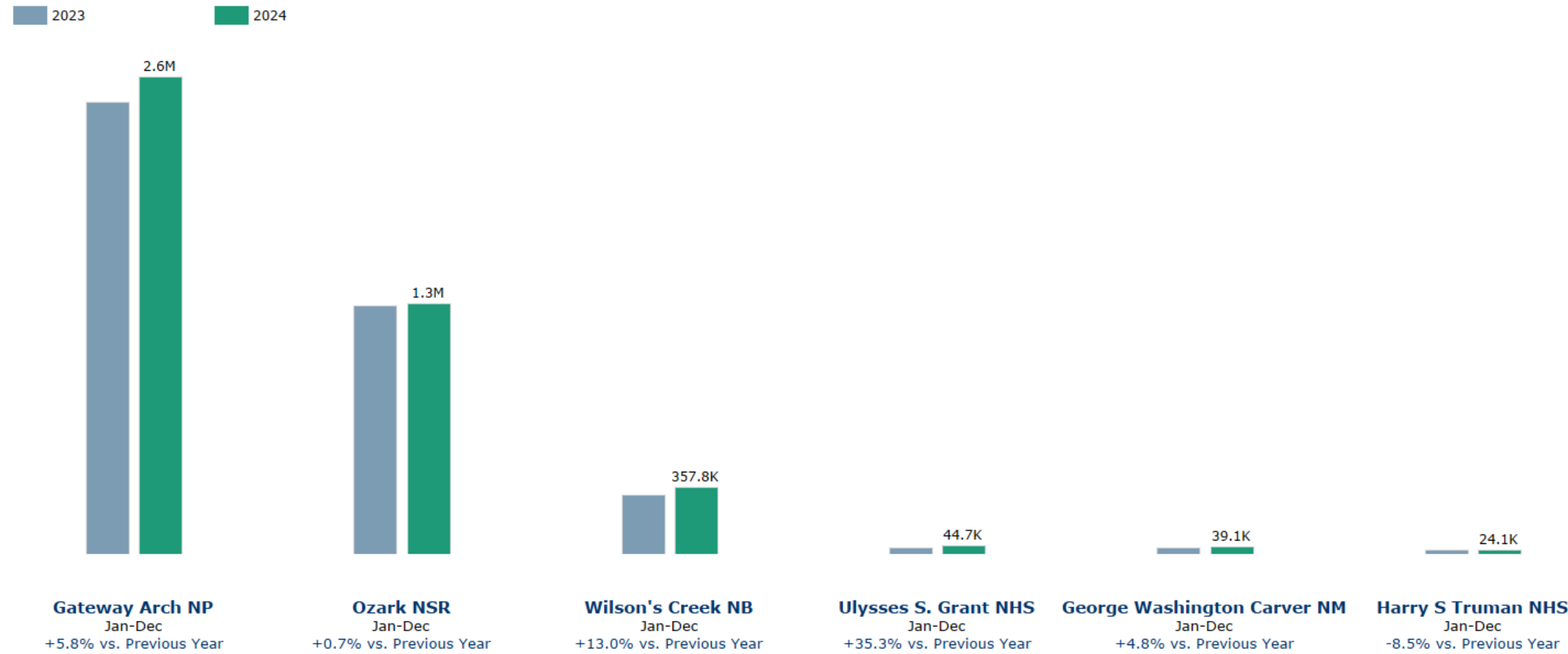


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in December 2024



Attendance by Park



Source: National Parks Service

Airport Throughput by State

December 2024

Month
December 2024

Primary State
Missouri

Comparison State 1
Illinois

Comparison State 2
Tennessee

Compare to
Previous Year

Report Type
Year-to-Date



Missouri Throughput

December 2024 Year-to-Date

13.7M

MOM
▲ 2.8%

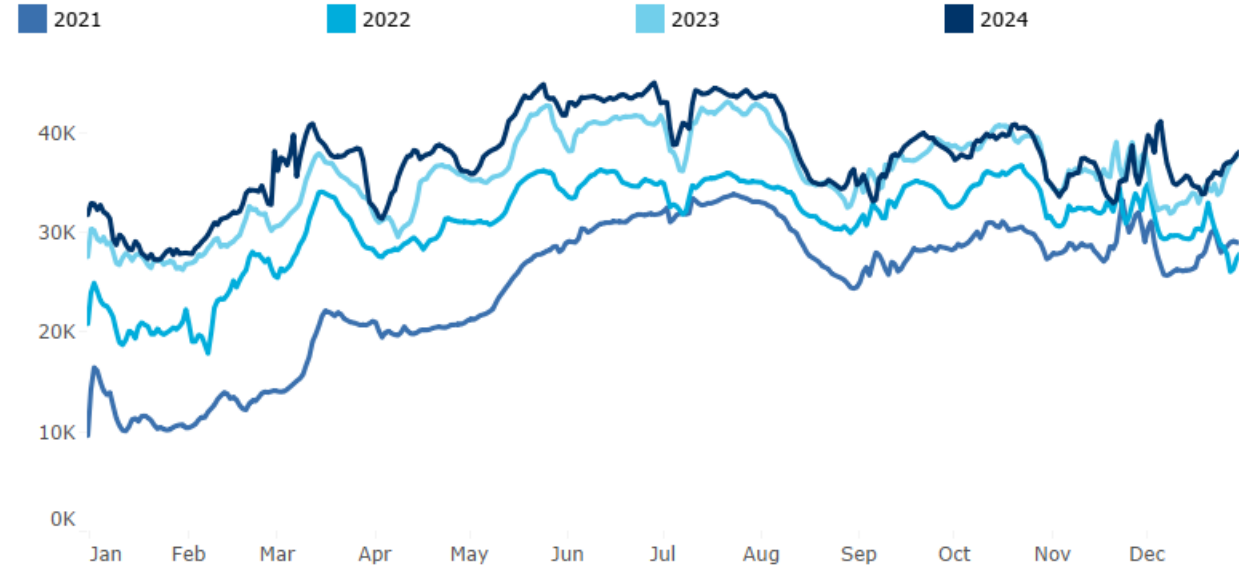
December 2024 YOY
▲ 7.0%

December 2024 vs. 2019
▲ 4.2%

Year-to-Date YOY vs.
Previous Year
▲ 4.6%

Throughput: Missouri

7 day moving average trend




Competitive Set Throughput

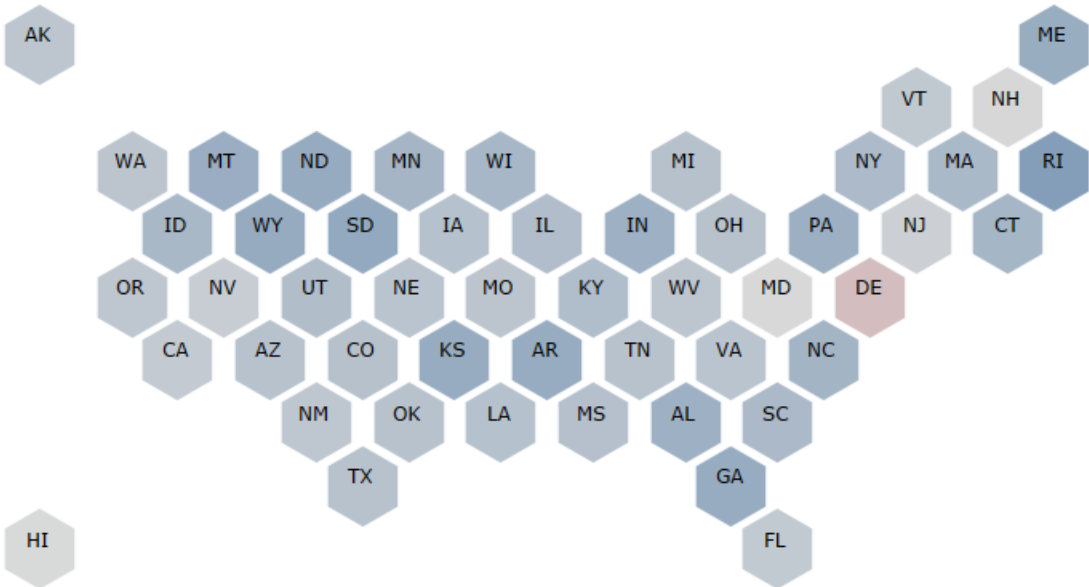
Last 6 months, vs the same months in 2023

	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Missouri	+4%	+5%	+1%	-1%	-2%	+7%
Illinois	+8%	+9%	+5%	+3%	+4%	+9%
Tennessee	+7%	+10%	+4%	+1%	+2%	+5%
USA	+2%	+2%	-1%	-2%	-3%	+4%

Throughput by State of Departure

December 2024 Year-to-Date vs the same time period in 2023 (Click to filter)

Throughput YOY
-50.0%  +50.0%



Missouri Throughput by Airport

December 2024

Month: December 2024 State: Missouri Compare to: Previous Year Report Type: Year-to-Date

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2023

	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
All Airports	4%	5%	1%	-1%	-2%	7%
St. Louis Lambert International	5%	6%	2%	-1%	-6%	6%
Kansas City International	3%	3%	-1%	-1%	0%	7%
Springfield-Branson National	11%	13%	9%	4%	4%	15%
Columbia Regional	2%	6%	15%	11%	8%	9%
Joplin Regional	49%	56%	59%	52%	49%	72%
Cape Girardeau Regional	11%	24%	1%	36%	24%	23%
Waynesville-St Robert Regional Forney Field	29%	13%	1%	9%	17%	16%
Kirksville Regional	95%	54%	48%	23%	29%	16%
Branson Airport		-100%	-100%	-100%	-100%	

Map View of Airports

December 2024 Year-to-Date, % change relative to 2023
Click on airports to sort Throughput by Week chart

